

**City of Farmers Branch**

Farmers Branch City Hall  
13000 Wm Dodson Pkwy  
Farmers Branch, Texas  
75234

**Meeting Minutes****City Council**

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Friday, June 10, 2016

9:00 AM

Texas Independent Bankers Building  
11701 Luna Road  
Dallas, Texas

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**Special Called Meeting**

- Presiding:** 1 - Mayor Pro Tem Harold Froehlich
- Absent:** 1 - Mayor Bob Phelps
- Present:** 4 - Council Member John Norwood, Council Member Terry Lynne, Deputy Mayor Pro Tem Ana Reyes, Council Member Mike Bomgardner
- Staff:** 20 - Randy Pennington Facilitator, Charles Cox City Manager, Amy Piukana City Secretary, LaJeana Thomas Executive Assistant Administration, Pete Smith City Attorney, Whitt Wyatt City Attorney, John Land Managing Director, Rachael Johnson Assistant to City Manager, Shawna Eikenberry Assistant to City Manager, David Hale Deputy Police Chief, Allison Cook Economic Development Manager, Andy Gillies Community Services Director, Alexis Jackson Planning Manager, Randy Walhood Public Works Director, Hugh Pender Building Official, Ray Mendez Code Enforcement Supervisor, Jeff Harting Parks and Recreation Director, Steve Parker Fire Chief, Brian Beasley Human Resource Director, and Mayve Strong Interim Finance Director

**A. CALL TO ORDER**

Mayor Pro Tem Froehlich called the meeting to order at 9:06 a.m.

**B. REGULAR AGENDA ITEMS****B.1 TMP-1760 Welcome and Introductions**

Mr. Randy Pennington welcomed City Council noting he would be facilitating

the meeting.

**B.2 TMP-1761 Review agenda and goals for the day**

Mr. Pennington explained City Council will review the 2017 Strategic Plan, noting Council policy drives staff operational activities. He advised Council to focus on the future, and develop a final plan based on the guiding principles. He noted deliverables reconfirm direction and guidance for staff on strategic goals for the upcoming year.

**B.3 16-158 Review the Board and Commission Applicant List**

City Secretary Amy Piukana provided City Council with a board list of applicants who wish to serve on a City Board and Commission. City Council placed color labels on the board to identify and narrow the applicant list. No official action was taken on this item. Mrs. Piukana noted the Board and Commission appointments will be voted on at the June 21, 2016, City Council meeting.

**B.4 TMP-1762 Review Strategic Plan Guiding Principles and Goals**

Assistant to the City Manager Shawna Eikenberry briefed City Council regarding this item. Ms. Eikenberry reviewed the 2017 Strategic Plan. Ms. Eikenberry reviewed the Strategic Plan Structure, (Policy - Mission, Guiding Principles, and Council Goals) and the (Operations - Department Goals, Key Activities, and Key Deliverables).

Ms. Eikenberry reviewed the following Guiding Principles and City Council Goals for the 2017 Strategic Plan:

**Guiding Principle:**

Doing the right thing for the right reasons delivers appropriate results.

**Goal(s):**

- (1) Pursue transparency and accountability wherever possible.
- (2) Establish standard operational practices designed to deliver consistent high performance.
- (3) Pursue opportunities to strengthen relationships across internal departments and with area cities, school districts, chambers of commerce, and state and federal agencies.

**Guiding Principle:**

Stakeholders' investments should be protected through conservative budgeting, spending, and resource management.

**Goal(s):**

- (1) Maintain responsible stewardship of taxpayers' investments in the community.

**Guiding Principle:**

Stakeholders deserve to know what is happening in the community and should have the opportunity to participate in its governance.

**Goal(s):**

- (1) Improve internal and external communication efforts.

**Guiding Principle:**

Provide safety and security for citizens, visitors, and businesses through progressive public safety programs.

**Goal(s):**

- (1) Provide professional and timely public safety services which meet or exceed industry benchmarks.
- (2) Engage stakeholders to employ best practices in the proactive planning for and prevention of public safety incidents.

**Guiding Principle:**

A strong, diversified economic base provides sustainable growth.

**Goal(s):**

- (1) Promote business expansion, retention, and relocation to Farmers Branch.
- (2) Promote visits in and around the City.

Mayor Pro Tem Froehlich discussed ways to quantify, asking for more city promotions, noting we could consider restaurants as an attraction. Council Member Bomgardner asked what other cities have utilized a good Economic Development website tool and recommended staff consider promoting schools on the website. Assistant to City Manager Rachael Johnson explained PYRO is reviewing promotional information for our website, noting Town of Addison, City of Plano, City of Coppell and City of Allen all have very good EDC websites.

**Guiding Principle:**

Effective planning, land use, development, code enforcement, and revitalization activities yield strong, thriving commercial and residential neighborhoods.

**Goal(s):**

Plan, provide for, and promote the maintenance of vibrant residential and commercial neighborhoods.

**Guiding Principle:**

Beautifully maintained natural environments, parks, trails, rights-of-way, and green space paired with a wide variety of quality recreational and entertainment opportunities for all ages enhance quality of life.

**Goal(s):**

- (1) Provide community center spaces in which the public can gather for collaboration, cultural development, and individual improvement.
- (2) Maintain and develop infrastructure and beautification of City parks, trails, rights-of-way, and other green spaces.

**Guiding Principle:**

Functional, sustainable and well-maintained infrastructure, facilities, and equipment are essential elements which allow the City to achieve its potential.

**Goal(s):**

- (1) Plan and prepare for the future infrastructure, and equipment needs of the City.
- (2) Maintain and improve the current infrastructure, facilities, and equipment assets of the City.

**Guiding Principle:**

A motivated, educated, experienced workforce is needed to carry out our mission.

**Goal(s):**

- (1) Provide workforce investments to maximize employee expertise, wellness, safety, and effectiveness.

**Guiding Principle:**

Phenomenal service sets us apart as a community of choice.

**Goal(s):**

(1) Employ innovative programs, updated technologies, and objective analytics to optimize efficiencies and enhance services.

After discussion, City Council agreed to add a customer service component to the guiding principle recommending the following change under this Guiding Principle, *"Exceptional customer service sets us apart as a community of choice."*

**B.5 TMP-1763 Presentation on Demographic Trends by Ricker & Cunningham**

Community Services Director Andy Gillies introduced Mr. Bill Cunningham and Anne Ricker with Ricker & Cunningham Consultants (Real Estate Economists) who briefed City Council regarding cultivating Farmers Branch for all generations.

The consultants reviewed the Demographic and Psychographic trends. Ms. Ricker reviewed the following statistical information: Households and Employment, Age Movement (Historical and Current) to include Baby Boomers, Generation X, Generation Y and Millennials. Ms. Ricker reviewed Ethnicity Statistics for Farmers Branch, Median Household Income (by age of Head of Household), Educational Attainment, and Dominant Psychographic Segments (North Dallas County). Ms. Ricker stated high value real estate translates into revenue for community assets and services. She further reviewed Real Estate Industry Trends and social trend impacts on real estate.

In summary, the consultants advised City Council establish both an external an internal infrastructure that reflects the City's mission. She further stated these components include: Up to Date Codes and Procedures, Market Understanding, Development Policies, and alignment in all regulatory and policy documents. Ms. Ricker suggested having a guiding principle to attract a specific item, then create goals and review the alignment.

City Council recessed for lunch at 1:10 p.m.

City Council reconvened at 1:56 p.m.

**B.6 TMP-1764 Briefings from Staff on West Side, East Side and Central Area**

Community Services Director Andy Gillies briefed City Council regarding City Development Statistics and West Side Statistics.

Council Member Norwood asked about the status of the gas well sites located on the West Side. Mr. Gillies replied the City recently received a request to remove the gas well sites, noting City Council will review this item in detail at the July 12, 2016, City Council meeting.

Mr. Gillies asked if the current plan presented supports City Council's direction for the West Side. Deputy Mayor Pro Tem Reyes suggested adding more green space.

Council Member Norwood asked about timing regarding the Centurion American development. Mr. Gillies explained the developer is working on two (2) separate phases of detailed site plans, noting he has not heard of a submittal date from the developer.

Planning Manager Alexis Jackson reviewed the following items: East side, Recent Development, Comprehensive Plan and Open House Results. Ms. Jackson noted (66%) of the participants felt that the east side has too much industrial land uses. She noted 93% support more flexibility for alcohol sales, 71% more owner occupied housing is necessary, and 78% support the use of public funds to improve infrastructure, restoration of creek channels and amenities.

Ms. Jackson reviewed the east side themes noting more restaurants and retail uses are desired. Consider expanding the alcohol policy. Consider opportunity for adaptive reuse of larger buildings. Identify lack of identity for the area, consider trails and amenities as priority, and focus on how to connect east side to the rest of the city.

Ms. Jackson reviewed the Adaptive Reuse noting this refers to the process of reusing an old site or building for a purpose other than which it was built or desired for. She noted old buildings become unsuitable for their programmatic requirements, as progress in technology, politics, and economics, moves faster than the built environment.

Ms. Jackson reviewed the Arts and Entertainment explaining "Our Town Grant" program supports creative place making projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. City Organized "Art Walk" events to promote galleries, museums, restaurants and shops. Next Ms. Jackson reviewed the Tech/Start up Incubator idea which is a Public/Private partnership that provides education, training and other resources such as affordable office space. Ms. Jackson reviewed Restaurant/Commercial Kitchen Incubator, Breweries and Distilleries, noting a company called Witherspoon Distillery converted an abandoned grocery store. She explained this was a significant tax generator.

Ms. Jackson reviewed the East Side, noting the area has become more desirable as a location for living and working due to its proximity to the downtown area and increased traffic volumes on the Dallas North Tollway. Ms. Jackson noted the need for infill development such as mixed-use, multifamily, and retail has started to encroach into the industrial areas of the district. The core area represents the biggest redevelopment opportunity. Ms. Jackson asked City Council to consider an alcohol overlay to allow a higher use such as a distillery.

Council Member Norwood asked what the delay is in regards to a restaurant alcohol type use in this area. Mr. Gillies explained the ordinance allowing alcohol sales would need to be amended to support certain alcohol sales. Ms. Jackson explained planning staff would review and bring forward more information for discussion at a future study session meeting.

Managing Director John Land reviewed the residential and commercial revitalization program noting the City received over 46 applications for the Demo Rebuild program and value totals were \$4,153,744 and the proposed Improvement Market Value totaled \$17,847,139.

**B.7 TMP-1765 Review and Discuss Code Enforcement efforts**

Community Services Director Andy Gillies, Building Official Hugh Pender, and Code Enforcement Supervisor Ray Mendez briefed City Council regarding this item.

Mr. Pender provided a PowerPoint presentation reviewing the number of Code Enforcement correction notices and citations received from 2007 to 2016. Mr. Pender noted 75% of all correction notices are generated by proactive Code Enforcement patrol of the districts. He further stated the average response time between a complaint received and inspection is about 16 hours. Mr. Pender explained the Municipal Court added a bi-weekly code enforcement docket in January of 2016 on the first and third Tuesdays to handle these cases. Mr. Pender reviewed the 1995 and 2015 Property Condition Surveys and reviewed Code Enforcement basics which include enforcing all City codes and regulations to maintain the integrity of the community, increase property values and protect the health, safety and welfare of the residents.

Mr. Pender and Mr. Mendez explained the code enforcement process, noting they first inspect the property, verify the existing violation, create a case, document findings, take photos and issue a correction notice for each type of violation. He further stated that after the notice time frame has expired, the Code Enforcement Officer will conduct a reinspection, check for compliance and close the case out or, if still in non-compliance, issue a citation to the violator who will then be required to appear in court.

City Attorney Whitt Wyatt briefed City Council regarding the legal challenges to Code Enforcement. Mr. Wyatt reviewed the challenges surrounding the Fourth Amendment noting property protections against unreasonable search and seizure. He further reviewed the Plain View and Curtilage (legal distance) you can be from the property, reviewed challenges with the modified building standards approach, and reviewed challenges abiding by due process and notice provisions in State Law.

Deputy Mayor Pro Tem Reyes asked how the City identifies inoperable vehicles. Mr. Pender explained it's a visible approach noting flat tires, expired inspection, non-movement of vehicles or raised vehicles on blocks, are all key to identifying these types of violations. Council Member Lynne asked why the City regulates inoperative vehicles. Mr. Cox explained the regulations are set by City Council per City Ordinances and State Law.

Mr. Gillies explained City staff is able to modify the Code Enforcement approach to meet City Council's needs. He noted first time offenders can be integrated with the use of door hangers to promote personal contact with the property owner.

Council Member Bomgardner asked that staff increase the customer service efforts a step further, by including a courtesy knock on the door and explanation of the violation in question.

Mr. Gillies explained the new approach would allow Code Enforcement to be very specific about the nature of the violation in the correction notice and include photos. He further stated he would continue the aggressive approach for repeat offenders and noted Code Enforcement after hour presence would increase during after-hours and weekends.

Council Member Lynne asked for a Study Session item regarding Code Enforcement be added to the next City Council meeting. Council Member Lynne excused himself from the meeting at 4:11 p.m.

Deputy Mayor Pro Tem Reyes asked that City Council review the Ordinance regarding high grass to consider reviewing the one time correction notice and citation process.

Council Member Norwood advised he does not want to utilize volume metrics for Code Enforcement, and requested the wording "offenders" be removed. He further explained that a review of the Alcohol Ordinance and Code Enforcement Ordinance be reviewed to make sure they are updated to meet the current goals of City Council.

Mr. Pennington asked if the current Code Enforcement program has been effective on the overall City look. Council agreed the City looks better.

Deputy Mayor Pro Tem Reyes asked for examples of numbers of complaint based initiated Code Enforcement cases. Mr. Pender replied he would obtain those numbers and provide the information.

Mr. Land explained the goal is to create better neighborhoods and allow residents to communicate with each other to build a better community.

Resident Kathleen Matsumura suggested the City branch out into community watch groups, and adding more town hall meetings to inform the public of new policies.

#### **B.8 10-SU-07 Discuss Council Priorities and Direction**

Mayor Pro Tem Froehlich explained Economic Development funding is a necessity.

Council Member Bomgardner explained he would like to see more tax base growth and increased funds put back for Economic Development use. He asked that the City review the Code Enforcement Property Data Charts and utilize this information targeting areas in need promoting the Demo/Rebuild programs.

Council Member Norwood stated he is excited about where the City is headed, suggesting holding on to the East and West Side Development momentum and continue building based on future needs of the community. Council Member Norwood asked City Administration to increase communication, provide excellent customer

service and educate the public regarding existing and new changes to City Ordinances.

Deputy Mayor Pro Tem Reyes recommended moving forward and not being afraid of taking big steps to move forward on projects.

City Manager Cox thanked City Council for their input and attendance advising City Council that the City will move forward with City Council's direction provided at today's meeting.

**C. ADJOURNMENT**

Council Member Norwood made a motion to adjourn the meeting at 4:49 p.m. Motion seconded by Council Member Bomgardner. Motion prevailed by the following vote:

**Aye: 4 -** Mayor Pro Tem Froehlich, Deputy Mayor Pro Tem  
Reyes, Council Member Norwood, Council  
Member Bomgardner

The meeting adjourned at 4:49 p.m.

  
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Mayor Pro Tem

ATTEST:

  
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City Secretary